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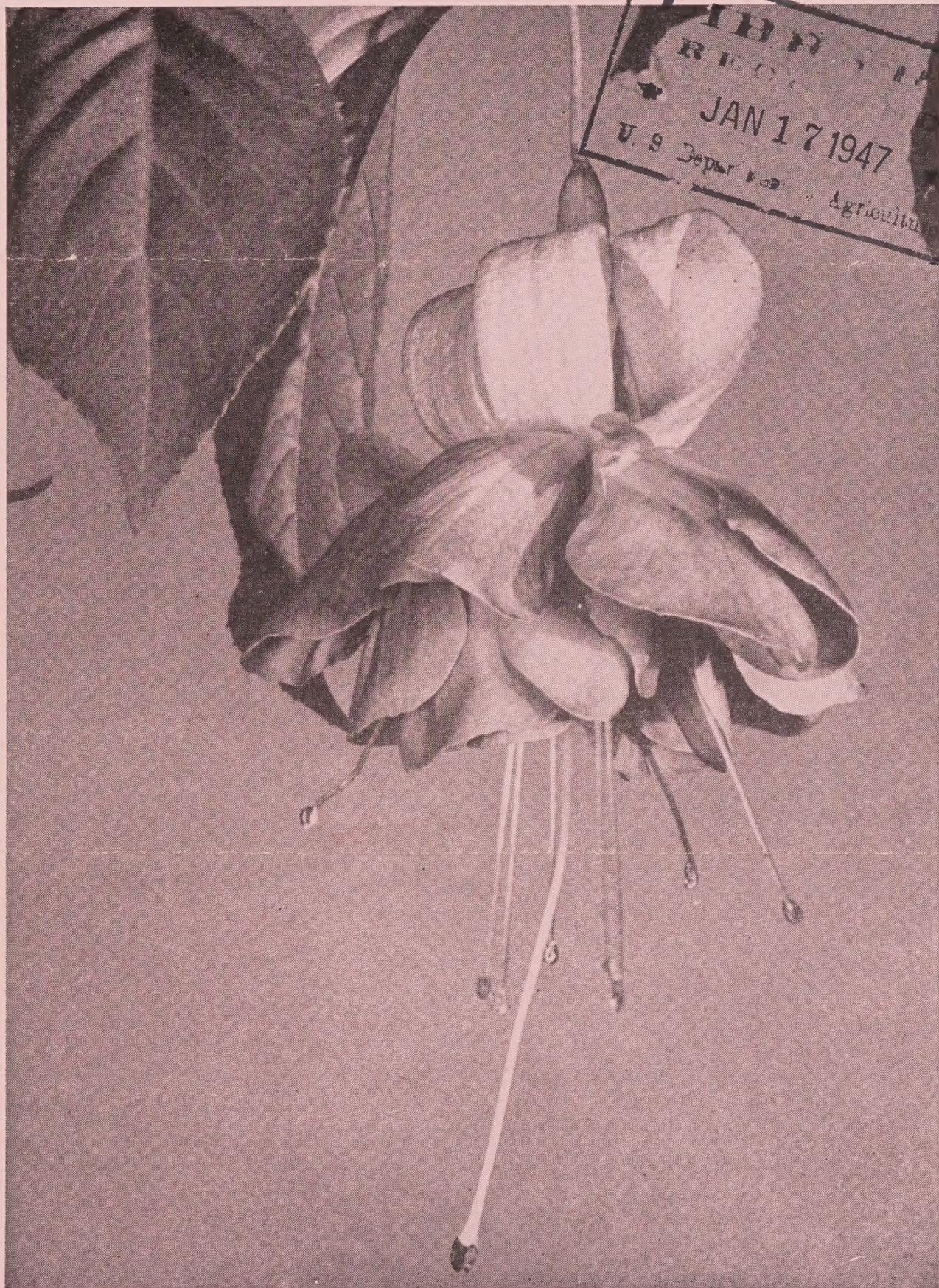
1947

Swiss Floral Greenhouse, Portland, Oregon.

1947 FUCHSIAS NOVELTIES

From the Private Hybridizing Gardens of
G. NIEDERHOLZER

405 Collingwood Street, San Francisco 14, Calif.



This is "TREASURE" by G. Niederholzer

1947 Novelties by G. Niederholzer

ALOHA—Medium sized single flower with Cyclamen purple corolla and white sepals with green tips. Very long pistils and anthers, 6 feet tall, upright.

BELLISIMA—Very large single flowers with Deep Purple long corolla and bright red sepals five inches across. 6 feet tall, upright.

DIAWILLIS—Above medium size, single flowers with Palest Tyrian Rose corolla, and Pale Rose Bengal sepals. 5 feet tall upright; a very fine plant.

***FROSTY**—A large single fine white long corolla with red lines, Dark Crimson sepals and tube. May be grown in hangers.

GALATHEA—A 6 foot upright, long, very floriferous, with pale crimson well curved sepals and Rose Bengal corolla.

GEISHA—Brilliant Dark Crimson upright sepals. Pale Mallow Purple single corolla with red veins. Petals curved outside; very different. 4 feet high.

LILANI—An odd flower, double Rhodamine Purple corolla with all petals scalloped. Sepals and tube Dark Crimson; 4 feet tall, upright.

***MEI LING**—Very Pale Lilac Blue corolla, semi double. Pink upright sepals; may be grown in hangers.

PACIFIC GROVE—Very fine double flowers with Bishop Violet corolla and smaller Pale Crimson petals outside, merging into Darker Crimson, leathery upright sepals. 8 feet tall; upright; a very strong grower.

***PEBBLE BEACH**—A very strong grower with an abundance of fine large flowers with Dark Sulferino Purple single corolla and very long, finely curled up Pale Rose Madder sepals and White tube. May be grown in hangers.

PINK PERFECTION—A beautiful medium size plant. Double flowers of Pale Pink corolla and Dark Pink upright sepals.

PIQUANT—A very floriferous, tall, upright plant with medium sized well shaped single Pale Magenta corolla and Pale Rose Madder upcurved sepals.

POWDER BLUE—Single and double, the palest blue corolla and Tyrian Rose sepals. Grows to perfection in shade; 6 feet tall.

ROSETTE—Dark Rose Madder upright sepals, Dark Rhodamine Purple double short rose bud corolla. 3 feet tall.

SUEY HO—Pale Phlox Pink upright sepals, White with Red lines single corolla, long dark red stamens, long pistils. 3 foot upright growth.

VIVIEN LEE—Medium size single flower with very Pale Pink corolla and slightly Darker sepals. 3 foot upright.

*Hangers.

We had 30 all fine varieties for the last season. The response was more than the nurseries could possibly expect. Many varieties were sold out early in the season. The demand was far in excess of the production. We therefore repeat some of the most outstanding ones:

THREE TRULY SUPERIOR VARIETIES

TREASURE—Fine upright growth with plenty of flowers. Very Pale Orchid double corolla of large size; calix Neyron Rose.

WONDERBLUE—Very double Real Blue corolla. Phlox Pink calix. All petals are distinctly scalloped.

***SAN MATEO**—Very large double Victoria Violet corolla with Fuchsia Pink splashes. Leathery Pink calix. Fine hanger.

CASSANDRA—Dark Doge Purple single corolla, finely serrated.

BELMONT—Single wide open Purple corolla and Red calix.

DRESDEN—Semi double with inside large petals in Mauve, and small outside ones in Neyron Rose. A strong grower.

GARNET—Very deepest Red single corolla, curled up sepals.

***HARMONY**—Rose Bengal single corolla, Geranium Lake calix.

***JOHN DAVIS**—Long Magenta single corolla, Geranium Lake calix.

***MIRAMAR**—Solferino Purple single corolla, Ivory Rose calix.

ROSANA—A fine large self double in Solferino Purple.

TARANTELLA—A single wide open curved Magenta corolla.

***TERRACOTTA**—Single corolla and sepals of a striking new red.

TRIUMPHANT—Single and semi double very large brilliant Purple corolla, Red upright sepals. Large plant, very floriferous.

*Hangers.

—≡≡≡ DISTRIBUTOR ≡≡≡—

SWISS FLORAL GREENHOUSE

1920 N. E. SEVENTH AVE.

PORTLAND 12, OREGON

Growers of many of the Listed Sorts tried out in the
Oregon Climate.

We aim to serve the fanciers in this region with the best to be had in Fuchsias today.

Selections made at the greenhouses will reveal many fine sorts not listed and visitors enjoy the privilege of choosing from this wealth of beauty in varied sizes.

Definite selections by mail cannot be assured at all times, but our good will may be relied upon to serve you the best we can.

J. G. BACHER.

Best Varieties of Past Years by G. Niederholzer

- *AMERICA**—Long thin tube and sepals rose madder on the outside, solid crimson on the inside. Single short corolla deep crimson.
- BLACK PRINCESS**—Red sepals and tube. Deep purple wide open single corolla, strong grower with masses of flowers.
- BLUE MOON**—Praised for its nearest to true blue semi double corolla. The original parent of the new line in blues.
- BOLERO**—Vary large double, well shaped dark plum purple corolla and leathery bright red calix. Very floriferous.
- *CHARLES ABRAHAM**—So named to honor a San Francisco pioneer in fuchsia culture. A most beautiful red and purple large flower.
- COLLINGWOOD**—A fine member of the "new white line."
- CONCHILLA**—All globular, all curved, short semi double amethyst violet corolla, changing to rhodamine purple, fully rolled up sepals.
- ELECTRA**—(Azalia)—A well shaped new form, double with wide open center. Red calix, pale pink and rose veined corolla.
- FRITZ KREISLER**—A beautiful new type, single or semi double. Rhodamine purple corolla and crimson sepals.
- HEAVENLY BLUE**—A real beauty in the single and long form. Pale blue corolla, long narrow sepals pale pink, all rolled up.
- HONEY MOON**—A true sensation in blue. Semi double wide open veronica blue corolla and red sepals.
- *LINDISIMA**—A beautiful blending of rose and mauve in very large double flower.
- LUCKY STRIKE**—A great novelty hit in strikingly new coloring. Double corolla in blue, rose and pink. Pale flesh upright sepals.
- MAIDEN'S BLUSH**—Double and semi double corolla, white with pink splashes and pale pink calix.
- MINUET**—Wide open funnel shape, brilliant purple single corolla and short red calix. Strong grower with masses of blooms.
- MONA LISA**—Pale almost pure white single, self.
- NEW FASCINATION**—Far superior to the old Fascination. Larger, more brilliant rose pink semi double loose corolla.
- PINK BALLOON**—Pink balloon shaped buds, very large snow white fluffy corolla. Masses of blooms in spite of great size.
- *RICHARD DIENER**—In memory of the producer of hybrid fuchsia Aviator. A new type in red and white single; extra large sepals.
- *ROSALY ROONEY**—A fine hanger, very floriferous. Long white tube and orange red single corolla.
- ROSEMARYE**—Exquisite very pale purplish blue corolla, slightly irregular in form. Pale ivory tube and sepals.
- SCARLET BABY**—Most graceful single red and purple. Brilliant red perfect curved sepals. Long stamen and pistil. Large plant.
- SUNSET**—A well shaped bush with fine foliage, pale pink calix, and wide open single corolla of brightest sunset color.
- SUPER COLOSSAL**—Double red and purple. Exceeding most others in size and profusion of blooms. Strong upright grower.
- SYMPHONY**—Very graceful single flowers with long, very pale phlox pink sepals and pale cobalt violet corolla.
- UTOPIA**—The largest single perfectly shaped fuchsia. Dark tyrian rose corolla, brilliant crimson rolled up sepals.
- VIOLET**—Masses of flowers the whole year. Medium size, short double corolla of dark Bishop Violet, very long stamens and pistil. Medium Scarlet upright sepals.
- WHITEMOST**—A sensational beauty. Perfectly white fluffy large corolla and faintly pink sepals. Extremely floriferous.

*Hangers.